Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Swim Pools are ripe

in the Valley of the Moon

People seemed glad to see the first Moonbeams and told us so. Personally and by phone. And there weren't nearly enough printed to supply the demand. There's more now, and next week we expect to add a lot of advertisers, and maybe you'll get an eight-page paper. Most stores were "out" as early as Sunday.

Mighty Fine Furniture Upholstering right at home. Fast Service.
ROY'S UPHOLSTERY SHOP

Ever stop to think about our nearby mountains? They're not so high (about 1500 feet) but they're the friendly sort—kinda inviting you to climb 'em. How many ever have? Many times they are snow-covered briefly during the winter. Few have names, but there's always Sonoma mountain, Hood mountain and Sugar Loaf. Tell us some more names, please. They're not often to be found on the maps we see.

On Hiway 12, centrally located, yet peaceful and quiet.
Bring your overnight guests to FLORAY COURT.

Maybe you can still make it to the Lions club auction sale, set for Saturday, July 9, at the former Buck's garage on Highway 12 in Fetters Springs. There's a raft of stuff, most of it good. Long tables are filled with "rummage" stuff too. A big-time auctioneer will be there, Colonel Bayer from Petaluma. Proceeds are used by the Lions for aid to the blind and many other civic activities.

'Most Always, we have exactly what you ask for. Lowest cost, too.
BOYES VARIETY STORE

We've re-read the first issue of Moonbeams about 14 times now and found only one typographical error. Left out the "al" in the word "occasional." Another place we used a wrong term, but few would notice it. We said something was "most unique." There isn't any such thing. It's unique or it isn't, with no comparatives allowable.

A husband is a man who wishes he had as much fun when he is out as his wife thinks he does. VALLEY WATCH REPAIR.

You like these frozen pies? So do we. But they could be better. If they'd only put some meat in 'em and not so much "filler." They also could leave out the bottom crust, which almost always, no matter how you cook them, come out on the soggy side. One top crust would answer the purpose.

RESORT CLUB, Boyes, has an added room for private parties. You'll like everything here. Bob and Edith Lanning.

"Oh, the Colonel can't be 97 years old, can he?" That comment was heard often last week. Well, we aren't, even tho we have been around a lot of years. But you wouldn't want us to lie and say we were only 46, would you?

The Most Particular come to the POWDER BOX BEAUTY SHOP. There's a lot of good reasons. Ellen "Mac" Bom.

That game of craps! We've been shown how to play it countless times, but never can remember whether a 7 wins or loses. Seems like it can happen either way. Back in our former home in Michigan everybody played euchre in the gas stations and taverns. But here, in public gatherings it's usually whist, a grand game. Of course the elite like bridge and canasta . Did you ever see any happy bridge players—really having fun?

Meet your old-time friends at Melina and Harvey's OUR RESORT. It's in El Verano, the oldest resort section in the Valley.

The boys and girls—hometowners and those from the cities—had a whale of a time in the Hot and Warm Springs areas over the Fourth. Capacity crowds were the rule everywhere, and the wiser of the home towners either stayed home or didn't drive very far. Th carnival at Boyes Hot Springs drew extremely well, a worthwhile effort on the part of the newly formed Merchants' association. You heard few firecrackers, and saw few fireworks, but who cared? There was enuf fun and enjoyment for all to share.

Fast and Friendly Service help a lot in bringing increasing numbers of satisfied customers to BOYES SPRINGS FOOD CENTER.

Some day we're going to make a tour of all the wineries in the Valley—and there are quite a number—and then tell you all about 'em to the best of our ability. If they are as hospitable as many claim, we'll likely take a good driver along to sorta "spell us."

Did you know that TONY THE BARBER has been serving the Hot Springs area in barber shop service for more than seven years?

"Dad, guess what? I've got my first part in a play," said the budding young actor. "I play the part of a man who's been married for 25 years." "Well, that's a good start, son," replied the father. "Just keep at it, and one of these days you'll get a speaking part."

We've earned a wide reputation for top quality Meats. Specials last three days every week. MIKE & ROSE'S BOYES SPGS STORE.

We're introducing a new fad (we hope). Got rather tired of the ordinary four-in-hand tie, which we never learned how to tie exactly right. Not many men can. Down in Chatsworth where we spent four years, everybody wears "western" shirts, even though they may never own a horse. And there's a distinctive type of tie they wear. It's a bit like the old-time windsor tie after the preliminary work is done, which is very little. The tie is short, flaring, and you simply make the tie like the first you make in a shoestring. Then pass the two ends through a little metal jigger (ours is in the shape of a ranch-type hat), draw it up to the collar, and you're all dressed. In a jiffy. 'Course our vandyke has nothing to do with the tie.

Long Time No See. We'll be glad to welcome you. JUNIOR RABBEN'S BOYES SPRINGS RESORT

The little ads you find scattered through these pages cost but little, but they do reach a lot of people, and they ARE read. Maybe you should have one. Call us at Sonoma 4500.

The C O G CLUB is the gathering place for the most friendly folks in the Valley. Get acquainted with DENNY. Also LEO.

Have you a suggestion or two as to the contents of this highly ethical and metropolitan journal, a compendium of the finest in literature? Let us hear from you . Perhaps a good sized writeup each week of some outstanding or unusual business or personage. Perhaps a series devoted to the various resorts in the Valley. The local schools? Churches? Scenic or historical spots? Honestly, we're looking for ideas.

It's Richfield gas and oil, 'cause we've found it absolutely the best. You'll like it. POLIDORI'S, Highway 12, Boyes Hot Springs.

After looking and listening for months to TV and radio, it's possible we've got 'em well classified—stations and programs. It's radio for us for news broadcasts, baseball games, and certain mighty good musical programs. For pure entertainment and "educational" programs, it's TV. We go for the quiz programs, "situation" comedies, and the variety programs in general. No crime stuff, murders or mysteries, nor blood and thunder westerns. In fact, why do they go to the trouble of showing 'em?

PAUL'S OLD RANCHERO—where there's Everything. You can be proud to bring your out-of-town guests here. Finest Food!

Radio just now sent out a warning to vacationers against sending scorpions and similar wild life through the mails to the hometown address. Says they're on the dangerous side; they can gain their freedom from cloth or wooden containers. If you just can't help sending a scorpion through the mails, for gosh sakes put it in a metal box.

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Gila monsters weren't mentioned, but they're probably on the taboo list too.

We'll take newspaper advertising anytime over TV and radio. What you read sinks in and stays with you much longer than something you hear. In advertising, anyway. Over the air every product is the "best." That's true too of the printed ad, but you don't have to read such ads if you don't care to. Examples: Cars, tires, cosmetics, cigarets, various foods—don't you get sick of hearing about them? Likely they're all pretty good.

BOYES SPRINGS BATH HOUSE is the Valley's top amusement spot. Biggest Enclosed Swim Pool north of San Francisco.

Dinner was a little late and one of the guests asked the hostess to play something. Seating herself at the piano, she executed a Chopin nocturne. When she had finished the selection, there was still an interval of waiting before dinner. In the silence she turned to an old gentleman on her left and said, "Would you like a sonata before dinner?" A look of startled surprise and pleasure came over the old gent's face. "Why, yes, thanks," he answered. "I had a couple on my way here, but I guess I could stand another."

GALLO'S CHEVRON STATION, centrally located in Boyes, is the home of careful, friendly car care. Lubrication, Tires, Batteries.

Mrs. Julia Carney, of Illinois, is the author of the jingle familiar to every child:

Little drops of water, Little grains of sand,
Make the mighty ocean And a pleasant land.

Mrs. Carney wrote the lines 100 years ago to amuse her class in a Boston school. She noticed that the children wasted odd moments when they might be employed profitably in some occupation. And to show them the value of little things, Mrs. Carney turned out the jingle which has since become a household saying in almost every home in the land.

VALLEY DRUG STORE, for exact, efficient service in prescription work. Greeting cards, magazines—everything for Vacationers.

For Dependable Meat, see GEORGE, at the BOYES SPRINGS FOOD CENTER. You'll like the top quality.

Get your Lumber, Hardware and Building Materials at HAMMOND LUMBER CO., Boyes Hot Springs

VALLEY OF THE MOON CIGARS
Ask for them—the only handmade Cigars in the Valley

General Electric Dealers—ANDERSON'S REFRIGERATION
502 Highway 12, Boyes Hot Springs Sonoma 4219

LARSON'S LIQUOR & SPORTING GOODS
Headquarters for CHUCK WAGONS